

**MAY 2013**

**RADIO SYSTEMS CORPORATION UNVEILS  
NEW CAT TEASERS AT ZOOMARK  
STAND 27, HALL 22**

Radio Systems Corporation will be showcasing newly acquired pet toy brand **FroliCat** among selected products at Zoomark. Developed to stimulate and engage, the **FroliCat** toys feature a combination of rotating, zooming, darting and twitching objects for the cat (or dog) to 'prey' on.

Testing the cat's reflexes to the maximum, the automated, interactive teaser toys challenge and entertain for hours at a time. Each toy can be adjusted to allow a degree of variation.

The **FroliCat Bolt**, for example, generates random laser patterns and boasts an adjustable mirror to direct the laser in different directions. Meanwhile, the **FroliCat Dart** and **Dart Duo** offer 16 play combinations and an adjustable timer.

The **FroliCat** range has been specially designed to provoke a cat's natural hunting instinct, consequently encouraging movement and promoting overall wellbeing.

**ENDS**

**Notes to editors:**

**About Radio Systems Corporation**

Radio Systems Corporation is a manufacturer of specialist pet and hunting products under the banners of PetSafe® and SportDOG® Brand respectively. The business was founded in 1991 and has its headquarters in Knoxville, USA. It boasts unrivalled in-house, state-of-the-art engineering and R&D departments, which are 100% committed to research, innovation and quality.

**Radio Systems®**  
CORPORATION



The latest acquisitions see *ScoopFree® innovative litter boxes* and award-winning *FroliCat™ toys* as well as *Pet Loo* by Pup-Pee Solutions© incorporated under the Radio Systems Corporation umbrella.

#### About PetSafe®

PetSafe® is a global pet product expert in *Containment Systems*, *Training Systems* and *Bark Control*. Today the PetSafe brand also encompasses a comprehensive line of *Pet Doors* including an advanced Microchip Identification cat flap. In addition, a range of specialist products focusing on pet wellbeing fall under the *Health & Wellness* category which includes the popular Drinkwell Pet Fountains.

The *Play & Challenge* category further diversifies the PetSafe product portfolio by offering a unique range of treat-dispensing Busy Buddy toys. Other products include the Easy Walk Harnesses and Headcollars.

For more information visit: [www.petsafe.net](http://www.petsafe.net)

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